

BRAZILIAN REAL-MONEY GAMING MARKET OVERVIEW

By ENV MEDIA

Brazil's iGaming market is expanding, with exciting new prospects for operators and supporting tech startups.

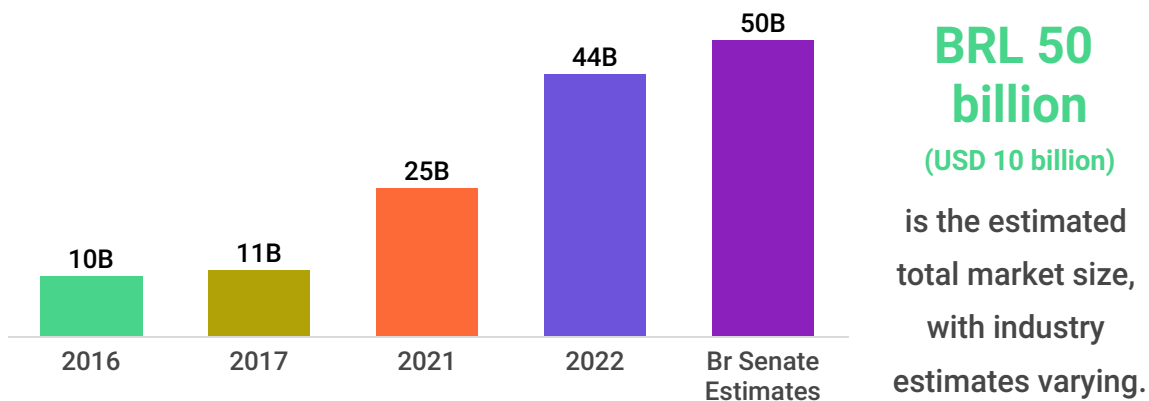
An ENV Media study reveals the latest market figures and points to regulatory updates as key to the sector's sustainable growth.

Growth despite Legal Gaps



Market Size and Potential

Market Value



Growth Indicators

Biggest verticals - state lotteries and sports betting - see steady growth with an emphasis on online platforms

Digital Transformation

Post-pandemic habits have accelerated the transition to virtual and mobile gaming products

Signs of Maturity

Entertainment First

The majority view online gambling as entertainment.
Yet, a significant portion still perceive it as a business opportunity.

Responsible Gaming

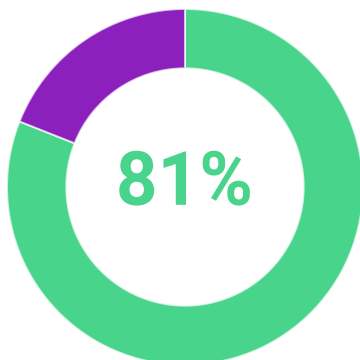
Responsible Gaming is an industry priority.
Low rates of negatively affected players are reported.

Trust Factors

Secure connections, positive reviews and licensed operations are voted crucial by Brazilian gamers

Digital Engagement

Internet penetration



Brazil has an 81% internet penetration rate and ranks 5th globally in total mobile connections.

Tech-Savvy Population

Large young consumer pool, highly engaged in digital contexts, including gaming.

Key Market Advantages

Why is iGaming growing so fast in Brazil?

Demographics

A young, digitally savvy population with a keen interest in online gaming.

Gaming Culture

A strong cultural affinity for gaming, suggesting a ready and willing market.

Economic Benefits

A regulated iGaming industry could provide a substantial economic boost.

Growth Outlook

Significant untapped potential in the Brazilian iGaming market.

Player Choices

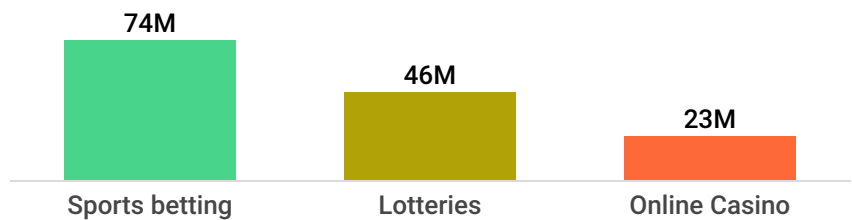
High Engagement Rates



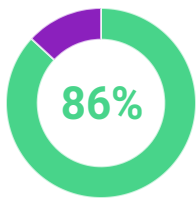
2/3 of Brazilian adults (est. 106 million) have participated in real-money gaming

Popular Genres

Sports betting, lotteries and online casinos are the most popular, with significant overlap in player pools



Online Dimension

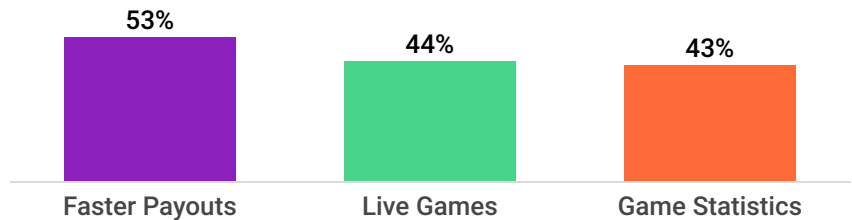


86.43% of sports bettors play online, mostly on mobile sites, driven by convenience and rich choice

Enhancing the Gaming Experience

What Players Want

Faster payouts, updated game statistics and more live games top the gamers' wish list



Localization



Key factor for both acquisition and retention.
Strong preference for culturally relevant content.

National Gaming Tech Sector

Local Development

Brazilian-based gaming businesses are growing, posting USD 2.3 billion of revenues in 2021, with 57% coming from international sales.

Domestic Relevance

Over 1,000 active gaming studios and more than 12,000 gaming industry workers in Brazil.

Opportunities

Responding to the growing demand for online real-money entertainment, the Brazilian gaming sector has the potential to provide more high-income jobs locally.

An increase in advertising and brand positioning for Brazilian iGaming will generate a ripple effect, multiplying the social and economic relevance of the segment, both nationally and abroad.

Local Challenges & Global Competition

Small independent companies still struggle with bureaucratic obstacles and market entry.

A well-regulated market will attract investments and allow Brazilian iGaming to plan ahead.

Failing to regulate the market efficiently will undermine the position of Brazil on the global gaming scene and will expose it to unlicensed and unfair international competition.